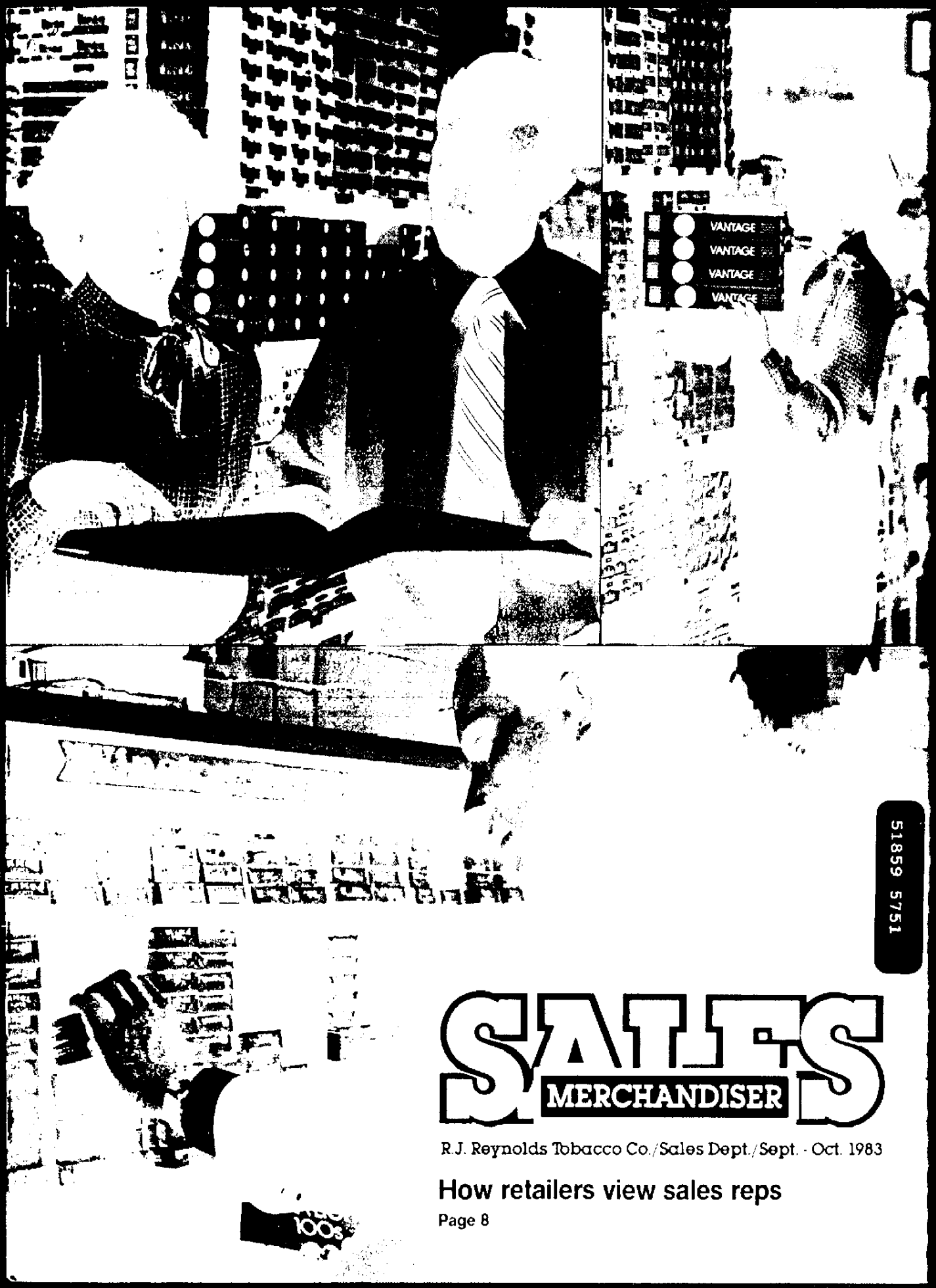

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SALES MERCHANDISER

R.J. Reynolds Tobacco Co./Sales Dept./Sept. - Oct. 1983

How retailers view sales reps

Page 8

Source: https://www.industrydocuments.ucsf.edu/docs/rnfn0000

SHORT CALLS

Tobacco gets big boost as 5th largest cash crop

Last year's $3.4 billion tobacco crop pushed tobacco ahead of cotton, making it the fifth-largest cash crop in the United States, according to the Tobacco Institute's recently published "Tobacco Industry Profile 1983."

The Institute's profile said:

- U.S. expenditures for tobacco products last year reached a record high of more than $25 billion, with 634 billion cigarettes sold.
- Domestic sales of tobacco products contributed more than $7.4 billion in excise and sales taxes to federal, state and local coffers.
- U.S. tobacco product and leaf exports reached a record high of $2.8 billion, with a record contribution of more than $2.3 billion to the U.S. balance of payments.

Salem concert performers honored by music awards

The Salem Spirit Concert Series, which began its 15-city fall tour Oct. 28, can once again claim that it offers the hottest country music in the country.

For the second straight year, the series' headline act, Alabama, has claimed the Country Music Association's top title — Entertainer of the Year.

In receiving the award Oct. 10, the group beat out Merle Haggard, Willie Nelson, Ricky Scaggs and Barbara Mandrell, the only other entertainer to win the honor twice.

Alabama also walked off with two other awards that night. The group was named Vocal Group of the Year for the third straight year, and got Best Album award for "The Closer You Get."

Earlier this year, Alabama won a Grammy, music's most prestigious award, for the Best Performance by a Duo or Vocal Group for "Mountain Music."

The group's impressive credentials help explain why the Salem Spirit Concert Series' 15-city spring tour attracted about 250,000 people, and why the fall tour, which ends Dec. 3, is packing arenas, coliseums and stadiums across the country.

RJR moves up to fourth in national advertising

R.J. Reynolds Industries, Inc. was the nation's largest newspaper and billboard advertiser in 1982, according to a survey by *Advertising Age* magazine.

Considering all forms of advertising, the company was the nation's fourth-largest advertiser last year, moving up from its eighth-place position in 1981 and pushing its chief competitor, Philip Morris, Inc., into fifth place.

The company ranked behind advertising leaders Procter & Gamble Co. Inc., Sears, Roebuck and Co., and General Motors Corp.

Quik-Fax

Sales per square foot in discount stores range from $77 for books and magazines to $899 for tobacco products.

According to *The Discount Merchandiser*, the top five in terms of sales per square foot are:

- tobacco - $899
- prescriptions - $725
- food market - $365
- camera and photo - $270
- traffic appliances - $212

Tobacco, Heublein similarities help Horrigan to adjust

Edward A. Horrigan Jr. has found it easy to adjust to his additional duties as head of Heublein Inc. and R.J. Reynolds Development Corporation.

Similarities in the companies and the tobacco companies he's responsible for have helped Horrigan move into his new responsibilities.

In commenting on similarities between Heublein and Reynolds Tobacco, Horrigan pointed out that "cigarettes and spirits share a similar marketing profile."

"The customers for both are adults, and advertising for both is restricted to newspapers, magazines and billboards," said Horrigan, executive vice president of R.J. Reynolds Industries. "We even share the same regulatory organization in Washington — the Bureau of Alcohol, Tobacco and Firearms."

The two companies have already benefitted from cooperative efforts in several endeavors, which have resulted in substantial savings. Heublein and Reynolds Tobacco have combined their magazine advertising purchases, saving nearly $5 million this year.

"Our philosophies parallel, too," said Horrigan. "Both companies are marketing-driven, and each plans to be in the forefront of their respective industries."

Reynolds Tobacco is also the largest customer of RJR Archer, the Development Corporation's packaging business. Archer provides the company with cigarette tipping and packaging for its brands.

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Source: https://www.industrydocuments.ucsf.edu/docs/rnfn0000

MEMO

From the Vice President, Field Sales

This past August, nearly 200 new sales representatives came to Winston-Salem for a Home Office/company orientation. This was the largest single gathering for such an orientation.

They say there is strength in numbers, and I could certainly sense the strength within this gathering . . . the strength of divisions, regions and areas.

But a good case can be made for individual strength, too. For it is the strength of each sales representative in each assignment that strengthens our company's position and the image of R.J. Reynolds Tobacco Company.

The dedication, loyalty, confidence and commitment these 1,600 or so people display thousands of times each day serve to bond together our entire sales effort.

I've said before that we in the Home Office learn as much from our new sales reps in these orientations as they learn from us. We learn about our programs and our managers, and we learn about motivation.

But one thing more I learned this year is that these people feel appreciated and they feel recognized. Our company has never been one to take its sales force for granted and that shows during these orientations.

And, although sales reps may feel otherwise at times, retailers don't take them for granted either. This is evidenced in a study done last year by Compumark and published in *Progressive Grocer*. (See story, page 8).

The study illustrates how retailers perceive the role and value of sales personnel. While the survey covers a wide array of sales representatives, I feel ours stand out in the crowd.

Believe me, we don't take that for granted. It just fuels the pride we have in our sales reps.

Our hats are off to them again.

Ralph Angiuoli

Ralph Angiuoli

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Source: https://www.industrydocuments.ucsf.edu/docs/rnfn0000

Study IV
CARTON MERCHANDISING STUDY

In response to Field Sales' request for current information with regard to down-aisle vs. end-cap carton merchandising, the Merchandising Department prompted Study IV last year. The results support Reynolds Tobacco's contention that end-cap prompts higher sales and profits.

A merchandising philosophy isn't something that just happens. It's carefully formulated factoring in what RJR wants to accomplish, how to sell retailers, recognizing rapid changes in the marketplace, and from competitive pressures.

However, even the soundest merchandising philosophy is ineffective if it can't be backed up by research and analysis. A good case in point is Study IV, the carton merchandising study conducted last year.

"Field Sales comments for the past several years noted a number of stores converting to down-aisle gondola merchandising for cartons," says Larry Schreiber, director - Merchandising. "Competition endorsed down-aisle over end-cap in the form of trade ads, testimonials and bonus monies, making it seem very attractive to retailers."

Reynolds Tobacco has not endorsed down-aisle merchandising, based on tests in 1966, 1969 and 1977 which proved that end-cap outperformed down-aisle in higher sales and less pilferage.

"Each test provided Field Sales with information that maintained the end-cap for cartons in 99 percent of all self-service retailers in the United States," says Schreiber. "But by 1977 about 2 percent of retailers went down-aisle, and since then that has grown to approximately 3 percent or 4 percent."

Apparently, retailers believed the studies to be outdated, and Field Sales comments called for current information to answer which technique is best for retailers. Last year, the company decided to test again.

Meetings were held in April 1982 and the decision was made to test end-cap merchandising systems (wrap-around included) versus down-aisle gondola, treating both systems equally in terms of quality equipment.

Merchandising Manager Carson Strickland worked very closely with suppliers for several months to develop a canopy/merchandiser that would fit into retailer gondolas and permit excellent exposure and product presentation to the consumer.

Criteria for testing were then developed, including:

- chains must be national;
- must have scanner/E.C.R. equipment;
- must be located in different geographical areas;
- and must allow publishing of results.

Sam Falco, merchandising manager, met with Marketing Development and Field Sales to locate appropriate chains, and MDD drafted a proposal which was approved by Sales.

Field Sales was contacted in three sales areas and informed of chains selected — choices No. 1, No. 2 and No. 3. Sales personnel representing choice No. 1 were asked to set up an appointment with the corporate

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Source: https://www.industrydocuments.ucsf.edu/docs/rnfn0000

merchandising manager for a presentation of the test proposal and permission to test.

MDD, meanwhile, wrote the test design and presentation material. Sharon Reid of Mechandising Technical Services secured conceptual drawings to be used in presentations to selected chains.

In July, MDD met with firms to perform audits/interviews. Ehrhart-Babic was employed to conduct the actual in-store audits, and M.A.R.C. was employed to conduct interviewing. Permission was received from the first choice chain to contact branches and make presentations. Two branches were contacted, and permission to test was granted in August.

'. . . by 1977, about 2 percent of retailers went down-aisle, and since then that has grown to approximately 3 percent or 4 percent.'

The test began in September, and data was collected and stored for the next four weeks. Two weeks later, 12 stores in the first branch were changed to alternate merchandising systems - six wrap-around and six down-aisle. Six remained on end-cap for the duration of the test period.

"To get the right equipment to the right location at the right time required a great deal of coordination and cooperation among many departments," says Schreiber. "It meant that 24 stores (12 each in two branches) had to be converted within four working days in the same week."

Arrangements were made through RJR's photo unit to secure in-store photos of the various systems. Permission was granted and each store required approximately five hours to set up, shoot and then pack equipment.

A total of 1,350 consumer interviews were conducted after the changeover. The test ran until mid-December.

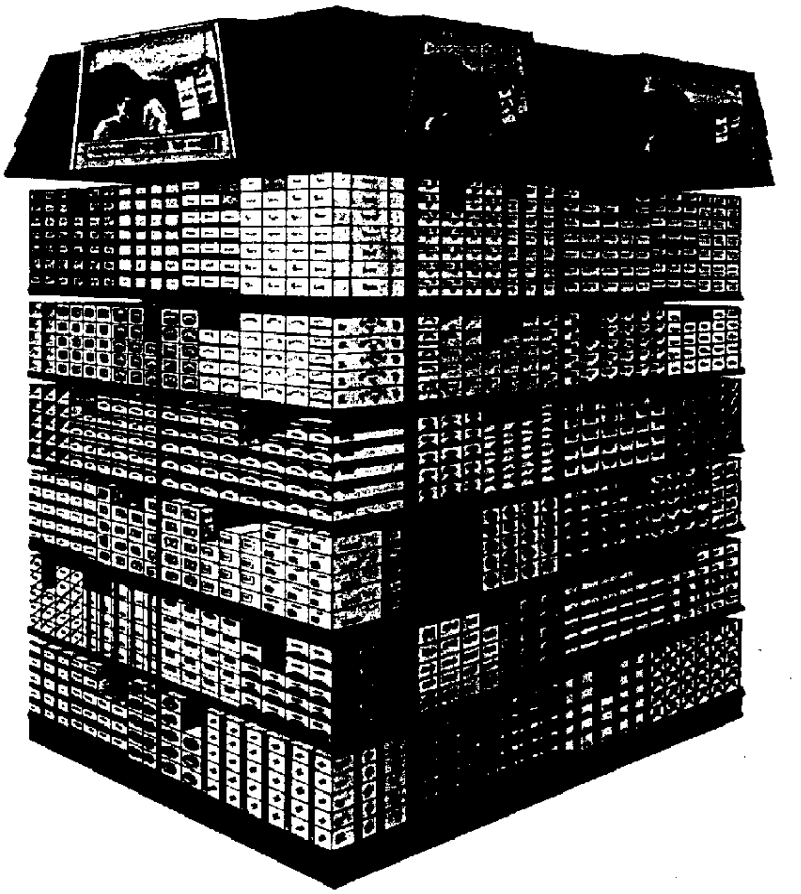
The gathered data were then processed, evaluated and analyzed. The result, once again, proved that end-cap merchandising systems are best for the retailer in higher sales, higher profits and less pilferage, and best for consumers.

MDD met with Merchandising to analyze the test results and to develop strategies to take the information to the Field. Presentations were made to Home Office sales management, and MDD and Field Sales followed with presentations to the test chains' corporate offices and the two test branches.

Early in 1983, Merchandising began developing tools to help deliver Study IV's message to the Field. They included:

- Study IV brochure
- generic slide presentation
- generic flip chart presentation
- long profitability form
- short profitability form
- new shelf display contract
- bonus brochure/contract
- 3/6 wide extenders

These were developed to aid in selling retailers who are down-aisle back to the end-cap and retailers currently on end-cap but considering down-aisle to stay on end-cap.



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Source: https://www.industrydocuments.ucsf.edu/docs/rnfn0000

Swift reply keys success with complaints

Swift action on consumer complaints can make the difference between keeping a loyal customer and losing him, says Rick Jarrell, manager of Consumer Relations in the Marketing Development Department.

"It's imperative that we do everything we possibly can to respond to and satisfy each complaint quickly," he says.

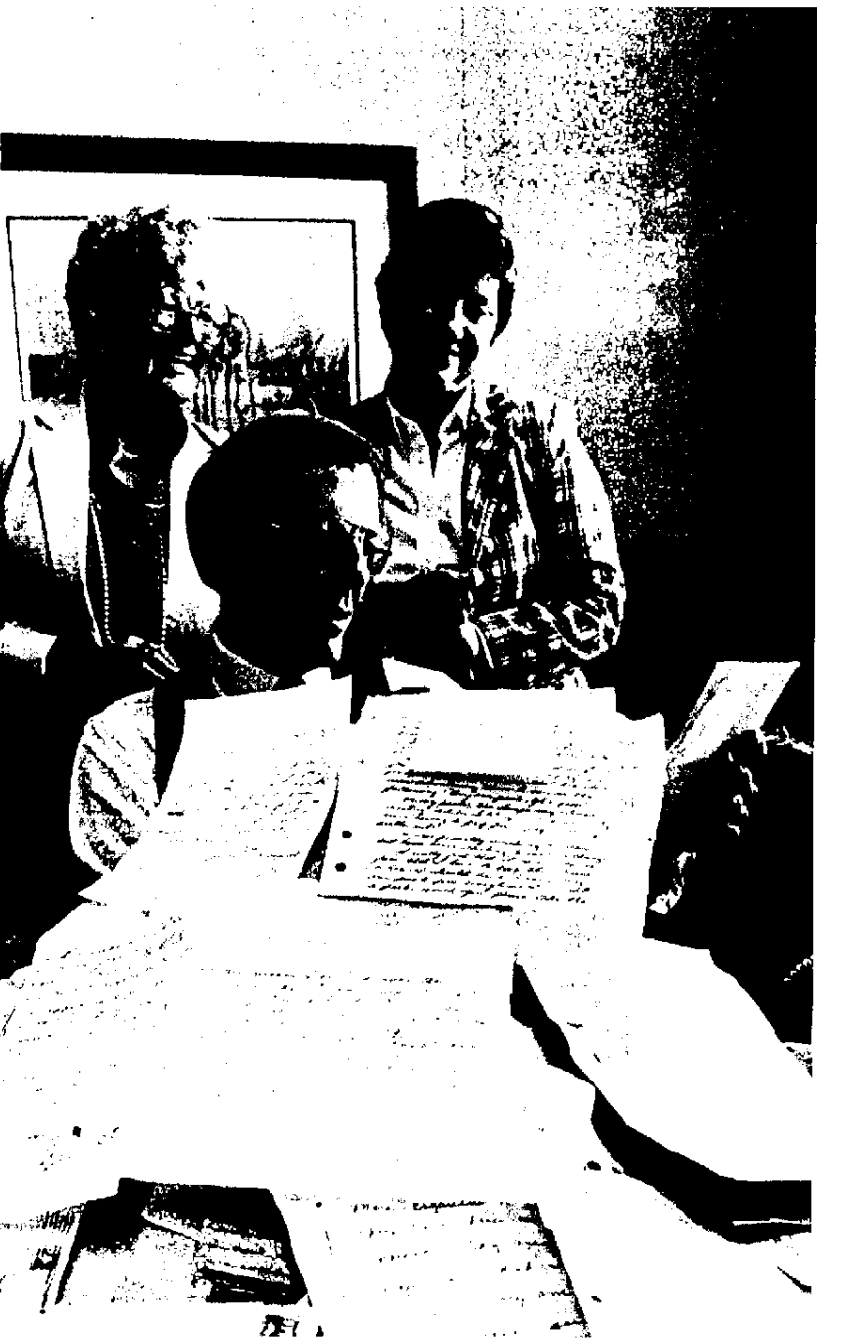
Jarrell, two consumer correspondents and three secretaries handle more than 30,000 letters consumers write to Reynolds Tobacco each year. The group is the clearinghouse for letters that had been handled by several departments for years.

"During the past few years, consumers have become smarter, more critical, more skeptical and far less conformist," says Jarrell. "With that came the need to be more sensitive and more responsive. That's why the function is centralized in MDD."

Still, Jarrell notes, consumer letters are received by other departments and locations, such as Field Sales. "When that happens, people sometimes don't know what to do with them," he says, "and they wind up routing them through the wrong people. That wastes valuable time."

If anyone in Field Sales receives a consumer complaint letter, says Jarrell, he or she should forward it directly to Consumer Relations, 3rd Floor, Reynolds Building, Winston-Salem, N.C., 27102, to his attention.

"Do not route it through division or region," Jarrell emphasizes.



Rick Jarrell and Consumer Correspondents Midge Barnes (left) and Sue Williams review the latest batch of the more than 30,000 letters to which they will respond this year.

Occasionally, sales representatives and area sales representatives are approached in retail outlets by consumers who have a product complaint.

"If possible, the sales rep should try to get the consumer to return the product to us with a letter. Or he can resolve the problem by replacing the product for the consumer," says Jarrell. "Then send the product and the consumer's name and address to us."

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Source: https://www.industrydocuments.ucsf.edu/docs/rnfn0000

There's no catch in saving $1 million

When asked how they could use $1 million to increase Reynolds Tobacco's share, members of the Sales Department responded with a wide array of suggestions.

The responses ranged from purchasing more overheads, Universals and package fixtures to more B1G1F offers and POS — all of which would be used to help Reynolds Tobacco dominate the market.

"Everyone asked, 'What's the catch, where are we going to get that extra $1 million,' " says Larry Giddens, manager, Fleet Administration. "There isn't any catch. The point we are making is that each of us driving a company vehicle can contribute toward the Company's goals by contributing that little extra."

That little extra Giddens refers to is something everyone in Field Sales can find in their driving habits and proper maintenance of their vehicles.

"Improving driving habits and properly maintaining company vehicles can save the company in the neighborhood of $1 million." Giddens says.

Following are several examples of annual expenditures related to the operation of Field Sales vehicles:

- accident repairs: $460,000
- liability insurance: $550,000
- maintenance repairs: $1,395,433
- gasoline and oil: $4,498,065
- parking, storage and washing: $525,035
- total costs: $7,428,533

Toss in the cost of replacing vehicles each year, and the total exceeds $15 million.

"When we talk about reducing operating cost by 1 cent a mile, it may not seem like much," says Giddens, "but we drive 50 million miles a year. That savings alone would account for half a million dollars."

Proper driving habits and maintenance of vehicles can save Reynolds Tobacco $1 million a year.

Safe driving results in less accidents, reduces repair costs and, over a period of time, lowers liability insurance rates. This, coupled with higher resale value from the sale of used vehicles, would yield a savings in excess of $1 million a year — extra dollars that could provide that one extra overhead, or that extra piece of POS material that is so often needed.

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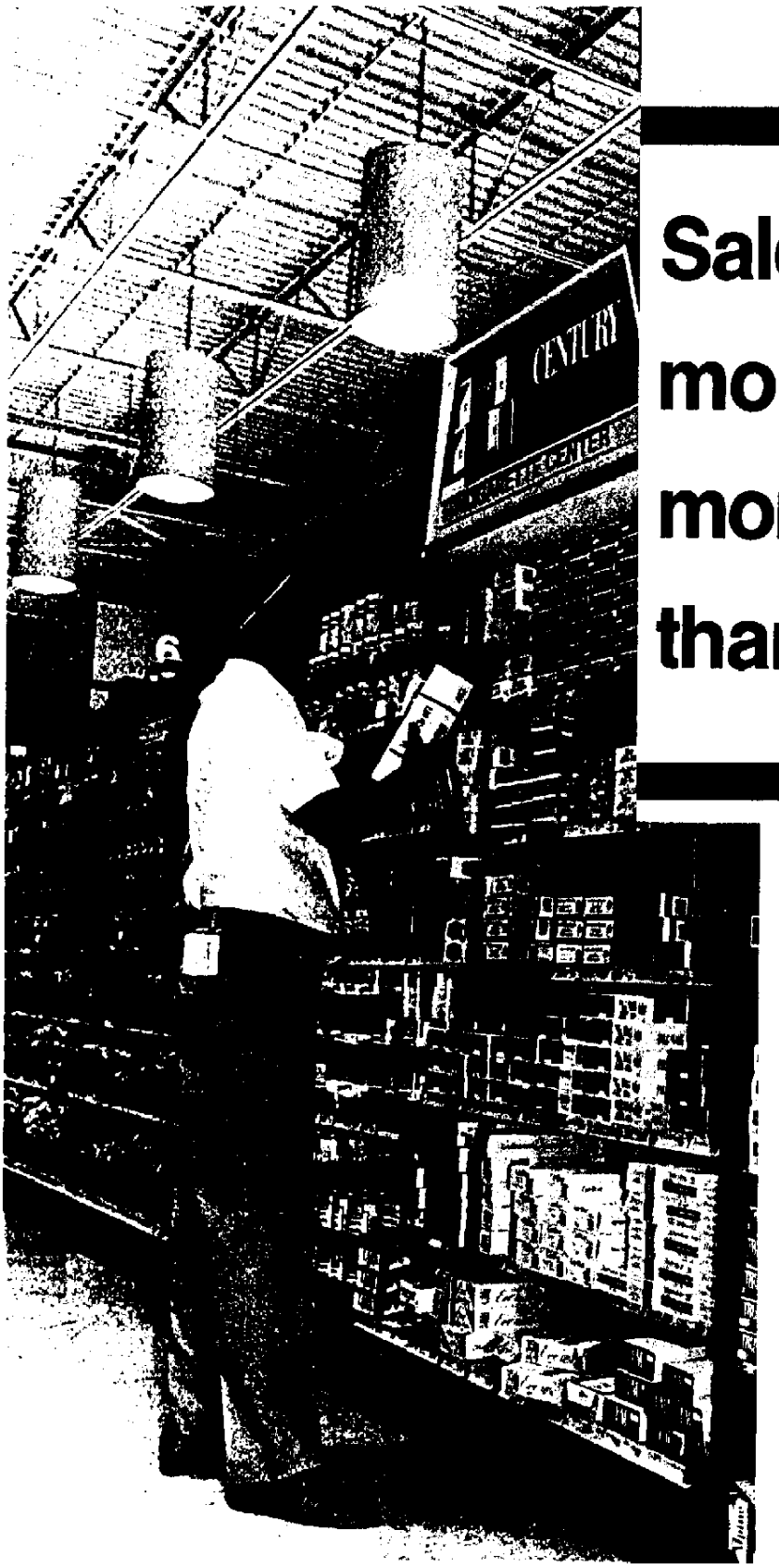
Source: https://www.industrydocuments.ucsf.edu/docs/rnfp0000



Sales reps: more visible, more effective than ever

Editor's note: Compumark, the Nielsen subsidiary that processes sales call reports, recently repeated a study into how retailers perceive the role of sales personnel. What follows is an interpretation of the study by Robert O'Neill of Progressive Grocer *magazine. Portions of the article are reprinted from the November 1982 edition of* Progressive Grocer.

The men and women who serve as the direct and most important link between food and grocery manufacturers and food retailers are the sales reps. And despite the presence of store brands and generics, they're more visible and effective than ever.

According to a recent survey, sales representatives call on assigned stores almost 10 percent more often than six years ago. And they perform well enough that more than 95 percent of surveyed managers say that sales reps should call with at least the same frequency as they do now. The reason: sales reps are helpful to

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Source: https://www.industrydocuments.ucsf.edu/docs/rnfp0000

their operations, according to almost nine in 10 store managers.

When it comes to pinpointing just what sales reps do, and where and when they do it, nobody speaks with more authority than Compumark, Inc. The Philadelphia-based research firm processes call reports for 25 of the nation's largest marketers, including R.J. Reynolds Tobacco Company

Ten thousand sales people, averaging 26 store calls per week, record their activities and forward the results by mail. Compumark tabulates and analyzes more than a million reports a month, almost 12 ½ million a year.

Depending upon store policy (which often reflects union restrictions) sales reps' activities can vary, but they generally fall within 10 categories:

- Displays sold, built and serviced.
- New items introduced and sold.
- Out-of-stocks identified and corrected.

'A good salesman can help you save money. More important, he can add to sales and profits.'

- Shelving work, including resets, redress and expanded facings.
- Incorrect prices identified and corrected.
- Damaged merchandise picked up and paid for.
- Promotions introduced and sold, including deals and allowances.
- Regular stock and special promotions sold.
- Point-of-sale material placed.
- Computer-ordering shelf tags replaced.

These store activities so prized by manufacturers parallel those tasks that store managers say should be — and are — performed by reps.

This store work benefits both sides: Manufacturers get improved conditions for their products where it counts, at the point-of-sale; managers and owners get the improved sales and profits that come from a well-stocked, accurately priced and actively merchandised store.

Says one store manager, "I've never figured it out precisely, but the hours that salesmen put in my store are damn valuable. Sure, it's a case of enlightened self-interest on the part of the suppliers — but it amounts to free labor for pricing, stocking, rotating, setting and so on."

'Salesmen are a natural resource. I use them every way possible. They have a real and abiding impact on a store's success.'

Another says, "A good salesman can help you save money. More important, he can add to your sales and profits."

Manufacturers point out the same cannot be said of "sales reps" of private label and generics — there are none. Any store activity on behalf of store labels and no-names is a direct cost to the store — or its headquarters. Non-store activity, such as advertising, couponing, point-of-sale materials and so on, also represents pure cost to the retailer or his headquarters.

The average sales rep is calling on fewer stores but with greater frequency, compared to six years ago. Some of this change is in response to the energy crisis, according to Dave Scott, Compumark's vice president of marketing. "Energy costs dictated that manufacturers analyze workloads, deployment and market coverage to redirect efforts, and without diluting results. This, in turn, has resulted in a dramatic increase in use of part-time merchandisers. Part-timers in some organizations now represent 20 percent of the retail staff, where in 1976 they rarely existed."

In contrast to sales reps' duties, part-timers are usually limited to ongoing store maintenance, such as shelf work, correcting out-of-stocks, filling displays, etc. Part-time merchandisers tend to be used more where product movement is volatile and where stores are tightly controlled by headquarters.

Another cost-cutter for manufacturers is more rigid routing patterns for sales reps. The objective is simple: to ensure that calls are made with the right freqency against the sales potential that exists on a store-by-store basis.

Still, costs remain high. Using a conservative expense of $30,000 a year, including auto, travel and fringes, the average cost per call is $26.22. Depending on product line and average number of calls per day, average cost ranges from a high of $57.44 down to $23.13.

How much sales reps' efforts are worth to a store is impossible to measure, but it is certainly substantial. The average store receives 1,000 calls a year. Labor savings can be calculated roughly by multiplying hours worked by sales reps times the hourly rate of those store personnel whose work is accomplished by the sales rep. Sales and profit increases are more difficult, however.

'I've never figured it out precisely, but the hours that salesmen put in my store are damn valuable.'

What is the value of point-of-purchase material, special display, full shelves and up-to-date prices? How much is timely information on coupon drops, advertising campaigns and competitive conditions worth? Said one manager, "Salesmen are a natural resource. I use them every way possible. They have a real and abiding impact on a store's success."

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Source: https://www.industrydocuments.ucsf.edu/docs/rnfn0000

New reps' orientation largest ever

In the largest single gathering ever, nearly 200 new sales representatives attended a Winston-Salem orientation in August.

The huge group was brought to the Home Office for three days of business meetings and social activities to learn more about the company, the Sales Department and its mission, and to meet many people who, until then, were only names they had heard.

Meeting top-level management became an almost daily happening for the attendees, as VIP breakfasts, luncheons and dinners were sprinkled over the three days. Social outings balanced all-day business meetings, and tours of company facilities allowed the new reps to meet their co-workers in the plants.

"I was very impressed with the entire orientation," said T.A. Swartz of the Phoenix, Ariz., division. "It made the whole company more human to me. I felt more like part of one big family after meeting so many great people."

Presentations by Manufacturing, Research & Development, Marketing, Promotions and other departments filled the first day of activity. Company tours took place during the first two days.

The second day included breakfast with Sales Department management and lunch with the company's senior management. It was highlighted by area break-out meetings where the reps met with their directors on a one-to-one basis to discuss business opportunities, ideas, programs and other sales information.

Camel GT night provided an enjoyable evening of tests of skill, with appropriate rewards.

Directors' breakout meetings provided thought and an exchange of ideas.

The final day was filled with presentations by Home Office personnel in the specialized areas of sales: military, vending, merchandising and trade relations.

An informal social gathering and dinner at Tanglewood Park on the final night provided the attendees a casual atmosphere in which to meet and talk with orientation speakers and members of the Home Office staff.

As Camel GT Night, the evening also provided a close-up look at promotional support Camel receives at IMSA Camel GT events. The Camel tent included tests of skill in tire-changing, car escape, rope-ladder climbing, puzzles and trivia. Winners were rewarded with various Camel-labeled merchandise.

Plant tours helped promote "team" spirit with visiting reps.

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Source: https://www.industrydocuments.ucsf.edu/docs/rnfn0000

Idea Exchange

I find it helpful to tape the instruction sheet on the back of the Winston wall clocks as people usually don't know how to reset the time on them.
Lafayette, LA
J.R. Gammon

When changing the transparent advertisement in our overhead package merchandisers, I've found that it really enhances the illuminated message by cleaning the plastic transparent cover with Windex each change. This also provides a noticeable service for the retailer, as they generally will not clean dust or fingerprints from the overhead.
Nashville, TN
M.A. Rodgman

When installing the trays in a new style modular overhead, it is imperative that the small metal retaining tabs located on the sliding track mechanism be bent in an outward position. Failure to double check this condition during installation can result in the tray dropping out of the fixture when locking mechanism is released.
Buffalo, NY
M.R. Jacques

Now that the new 5001s are in use, keep track of the changes made by annotating your master store list each time you make a call requiring a 5001. Check the new store list when it comes out for next quarter against the old one to ensure changes were made.
S. Denver, CO
G.E. Ryan

When merchandising Century on a single-depth part of the carton fixture, turn one on its end behind the front row and it will make it easier to pull out when you have security fixtures.
San Jose, CA
Beverley J. Souza

When placing the National refurbishing panel, place our price dial on the pricing section on the right. This increases our advertising exposure and makes the panel more functional.
Green Bay, WI
J.C. Gray

To make the transportation of facsimiles easier and more organized, I use a one-column add-on. Since all of them are not in sheets, it helps to keep all brand families together and have easy access to them.
Orange Co.
Suzanne M. Robison

I have found it to be a small timesaver by having the jobber remove the adhesive part of the stamping machine when stamping "Buy One, Get One Free's." The flaps remain open, making it easier to load the displays.
Springfield, MA
J. Chiccarelli

I suggest that sales representatives tag the Century add-ons before placing them in the company vehicles. One can tag a case quickly. Then it saves time while in the call.
(RGD) Bristol, VA
Edith W. Cook

I've found an easy and quick way to change the advertising copy in our new overhead package fixtures — slip the copy and plastic cover back into the fixture together.
Dallas, TX
C.R. Harris

When placing a package rack, I always make sure that the plastic pack sign (with pricing dial) is already snapped on the fixture before I walk through the door. This makes the retailer think that it is part of the fixture and eliminates any argument that might come up about whether or not it is needed.
(RGD) Annapolis, MD
J.H. Taylor Jr.

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Source: https://www.industrydocuments.ucsf.edu/docs/rnfn0000

Wichita trio goes after gondolas in Kansas stores

L.G. Sandberg, Gregg Gottschalk and Patricia Hubbard, area sales representatives, and C.W. Boso, division manager, in the Wichita, Kans., division, like challenges — especially when it comes to removing gondolas.

Sandberg had an eye toward building business in his assignment when he succeeded in removing the gondola from Gibson's in Coffeyville, Kans., and replaced it with merchandisers. He also secured a 2-shelf contract.

Gottschalk succeeded in removing gondolas from the two McCreary IGA stores in Wellington, Kans., and placing Universals with 4-foot wrap-arounds. In Jerry's IGA, he placed two Universals.

Hubbard and Boso learned that Ed's IGA in Andover, Kans., was ready to open a new location. They were ready to move to down-aisle in line merchandising, but the two had other thoughts. They made a presentation and succeeded in getting RJR fixtures approved. They placed two 156 Universals and a package end-cap, and have three ends in this new location.

Brown provides the 'juice' at Orange County festival

Area Sales Representative Dave Brown of the Orange County, Calif., division made sure RJR had the juice during the 1983 Orange County Fair. Cigarettes were sold from three vending machines, with RJR brands occupying 95 percent of the columns, resulting in the sales of 450 extra cartons.

Brown placed vending machine toppers, and then added more visibility with ground mounts and other PDI throughout the fairground.

RJR flavors 'Taste of Minnesota' festival

Area Sales Representative Joan Fitzgibbons of the St. Paul, Minn., division made sure the "Taste of Minnesota Festival" in St. Paul had an RJR flavor this year. She obtained 100 percent exclusive advertising, distribution and display at the event which drew 225,000 people.

Hayes' presentation dazzles Waterway Gas 'N Wash folks

Area Sales Representative P.D. Hayes of the St. Louis, Mo., division showed what some good preparation and a sound presentation can do recently when he was given the opportunity by Waterway Gas 'N Wash stations in Maryland Heights, Mo.

The nine stations that sell cigarettes are primarily car wash and wax stations with gasoline sales and small kiosks with merchandising areas inside. In early 1982, three stations sold cigarettes through snack-screw-type vending machines, and the owners were selling approximately 47 cartons a week in all stations.

Hayes prepared and presented a cigarette profitability study, RJR I.S.O.M., package fixtures, and PDI, after which the owners agreed to test the three stations using his recommendations. Hayes installed 11 and 14 combination package fixtures, convenience store price signs, pole/ground mounts, metal signs, and POS, as well as improved category distribution. Volume at the stations improved to an average of 71 cartons a week.

Subsequently, Hayes's merchandising/sales suggestions were implemented in the other stores and sales have continued to increase.

Drolette sells fixtures, plans to Grocery Supply

J.A. Drolette, division manager in the Omaha, Neb., division, succeeding in building business in his division following a meeting with Grocery Supply chain headquarters (12 stores).

Drolette sold the chain on Plan 414, replacing Plan 412, and succeeded in selling the chain 6-sided spinners with pegboard in five box stores. Also, any additional fixtures to be placed will be RJR. He also sold permanent 30-pack displays for all stores and these will be the only single package cigarettes sold at checkout.

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Source: https://www.industrydocuments.ucsf.edu/docs/rnfn0000

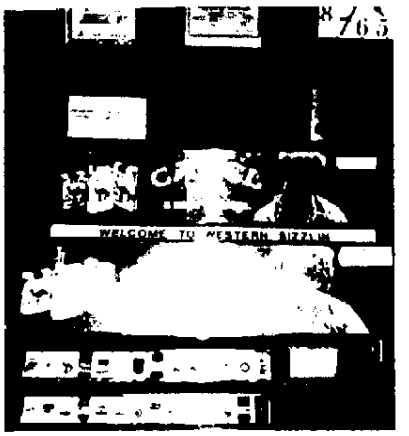
VENDING

'Keep plugging' motto delivers for Sullivan

"Keep plugging" is T.J. Sullivan's motto, and the Knoxville, Tenn., division area sales representative can point to his success with Jack Brackner Vendors (Athens) as evidence that good things come to those who persist.

Sullivan fulfilled a four-year goal with the vendor during a second-quarter ride/with during which he worked 65 machines and switched the vendor from DataVend to Tru-Check. He increased RJR brand average from 12.03 to 12.62 and placed new fronts on all pieces.

Sullivan also placed refurbishing panels on 50 pieces and placed 25 vending toppers. The vendor was so pleased with the appearance of the machines, an additional 40 toppers were ordered and placed.



Results like this came through persistence for Sullivan.

RJR visibility at Washington Convention Center

Some 141 events will draw more than 3 million visitors to the Washington, D.C., Convention Center this year. Vending Sales Manager - Field C.F. Stolte Jr. made sure that RJR would be visible by placing toppers with matching panels on all eight machines (Washington Full Line Vending). He also increased RJR brand average from 7.25 to 9.0.

Stirling is 'sterling' in Mississippi ride/with

S.J. Stirling, area sales representative in the Hattiesburg, Miss., division, enjoyed a successful ride/with for Summit Vending of Summit, Miss.

Stirling spent one and one-half weeks with Summit and succeeded in increasing RJR brand average from 11.36 to 12.83. In addition, he was able to cancel Summit from participation with DataVend.

O'Mara makes the most of first Kentucky ride

Area Sales Representative R.P. O'Mara of the Louisville, Ky., division completed the first ever ride/with for Kentuckiana Food Service Company (266 machines), and he made the opportunity count.

O'Mara placed 183 Camel Lights KS, three Camel Filter and 244 other RJR brands, increasing brand average from 7.51 to 9.51. He also sold and implemented a new standard load for all new machines, increasing brand average from 7 to 10 RJR brands.

He then obtained permission to place RJR toppers in selected locations, and provided refurbishing panels to be put on all machines that require in-shop service.

Snyder gains placements in three-week ride/with

Linda Snyder, vending sales manager - field in the Dallas chain division, worked 947 machines during a three-week ride/with for Ballard Vending (1,088 machines) and came away with excellent results.

Snyder gained 1,453 net placements and improved brand average to 8.5 in this important Dallas/Mid-Cities vendor which has and maintains quality and high volume outlets.

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Source: https://www.industrydocuments.ucsf.edu/docs/rnfn0000

PROMOTIONS & APPOINTMENTS

D.L. Bomgardner, formerly regional training and development manager in the New York regional training and development division, has been named sales merchandising manager in the North Atlantic sales area.

Bomgardner joined the company in 1972 as a sales representative in the Harrisburg, Pa., division where he was promoted to area sales representative the following year. He was promoted to assistant division manager in the Portland, Me., division in 1975, and in 1979 was promoted to division manager in the Long Island, N.Y., division. He was promoted to regional training and development manager in 1982.

H.W. Freeman Jr. has been appointed sales training-vending/military manager in the Mid-Continent sales area.

Freeman joined the company in 1970 as a sales representative in the Houston, Texas, division. He was promoted to assistant division manager in the Fort Worth, Texas, division in 1973, and was promoted to division manager in the Austin, Texas, division in 1976.

Freeman was promoted to chain account manager in the Houston chain division in 1982.

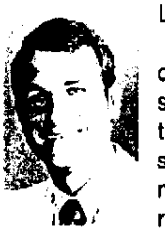
G.L. Albers has been promoted to chain account manager in the Indianapolis, Ind., chain division.

Albers joined the company in 1970 as a sales representative in the Louisville, Ky., division, where he was promoted to area sales representative the following year. He was promoted to assistant division manager in the St. Louis, Mo., division in 1975. Albers transferred to the Home Office Merchandising/Promotion Department as assistant merchandising development manager in 1978. He was promoted to division manager in the Minneapolis, Minn., division in 1980.

J.T. Jones has been promoted to regional training and development manager in the New York regional training and development division.

Jones joined the company in 1973 as a sales representative in the Camden, N.J., division. He was promoted to area sales representative in 1975, and was named assistant division manager in the Philadelphia, Pa., division the following year. In 1979, Jones was promoted to division manager in the Newark, N.J., division. He transferred to the Trenton, N.J., division in 1981.

C.W. Meadows has been promoted to division manager in the Shreveport, La., division.

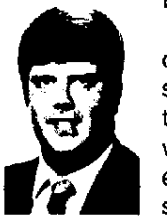


Meadows joined the company in 1973 as a sales representative in the Tyler, Texas, division, where he was promoted to area sales representative the following year. He was promoted to area manager - vending in the Ft. Worth, Texas, division in 1977, and assistant division manager in the East Kansas City, Mo., division in 1980.

M.J. Schneider, formerly assistant division manager in the Long Island, N.Y., division, has been named assistant division manager in the Frazer, Pa., division.

Schneider joined the company in 1971 as a sales representative in the Frazer division. He was promoted to area sales representative in 1974, and the following year was promoted to assistant division manager in the Manhattan, N.Y., division. He transferred to the Long Island division in 1976.

J.D. Lintzenich has been promoted to assistant division manager in the Dayton, Ohio, division.



Lintzenich joined the company in 1978 as a sales representative in the Dayton division, where he was promoted to area sales representative in 1979. He was promoted to merchandising manager-field in the Cincinnati chain division in 1982.

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Source: https://www.industrydocuments.ucsf.edu/docs/rnfp0000

PROMOTIONS & APPOINTMENTS

J.M. Artaiz has been promoted to assistant division manager in the New Haven, Conn., division.

Artaiz joined the company in 1979 as a sales representative in the New Haven division, where he was promoted to area sales representative the following year. He was promoted to area manager - vending in 1981 and transferred to the Hartford chain division the following year as vending sales manager.

G.L. Dobbs has been promoted to assistant division manager in the North Los Angeles, Calif., division.

Dobbs joined the company in 1980 as a sales representative in the North Los Angeles division, where he was promoted to area sales representative in 1981. He was promoted to training and development manager - field in the Los Angeles training and development division in 1983.

M.D. Richardson has been promoted to assistant division manager in the Winston-Salem, N.C., division.

Richardson joined the company in 1975 as a sales representative in the Winston-Salem division, where he was promoted to area sales representative in 1976.

T.S. Hartman has been promoted to assistant division manager in the Riverside, Calif., division.

Hartman joined the company in 1979 as a sales representative in the North Denver, Colo., division, where he was promoted to area sales representative the following year.

Colleen A. Babyak has been promoted to Alaska sales supervisor in the South Seattle, Wash., division.

Babyak joined the company in 1976 as a sales representative in the North Seattle division. She was promoted to area sales representative in 1978 and transferred to the South Seattle division in 1983.

Since you asked

Q: Our current binders do not adequately handle all of the package tags, carton tags and facsimiles. Can you provide a tool to organize and handle these materials?

A: Yes — T & D, with assistance from the field has recently been testing several vehicles for just this use. Testing is now over and a new binder will be made available this quarter.

Q: Why are we the only major cigarette company that is not participating in 7-Eleven's carton merchandising program? Presently, our brands are on the bottom shelves.

A: We feel that carton merchandising in package outlets is contradictory to our current carton merchandising philosophy. Since convenience stores are package action outlets, our emphasis has been to aggressively work our P.C.D. programs. The cigarette volume in most convenience stores does not justify placement of a carton merchandiser. In addition, due to the pack/carton ratio, a carton merchandiser would be a storage fixture rather than a sales vehicle in these stores. Therefore, a carton merchandising program in package outlets is not in our best interest at this time.

Q: Competition continues to convert retailers to down-aisle carton merchandising, with bonus monies and higher payments than RJR. When are we going to revise our gondola contract payments?

A: We realize that our current gondola payments are low, and that in some instances has placed us at a competitive disadvantage when buying space on gondolas. It is by design that our payments are low, indicating to the retailer that we do not endorse down-aisle gondola merchandising.

We tested end-cap versus down-aisle in 1966, 1969, 1977, and again in 1982. Each time, results show end-cap merchandising systems best for the retailer in sales, profits, and lower pilferage.

We as a company, in good conscience, cannot endorse a system of merchandising that has a negative effect on our retail accounts. Several selling aids and programs have been provided for you to maintain your end-cap merchandisers, and also sell retailers who are down-aisle back to the end-cap.

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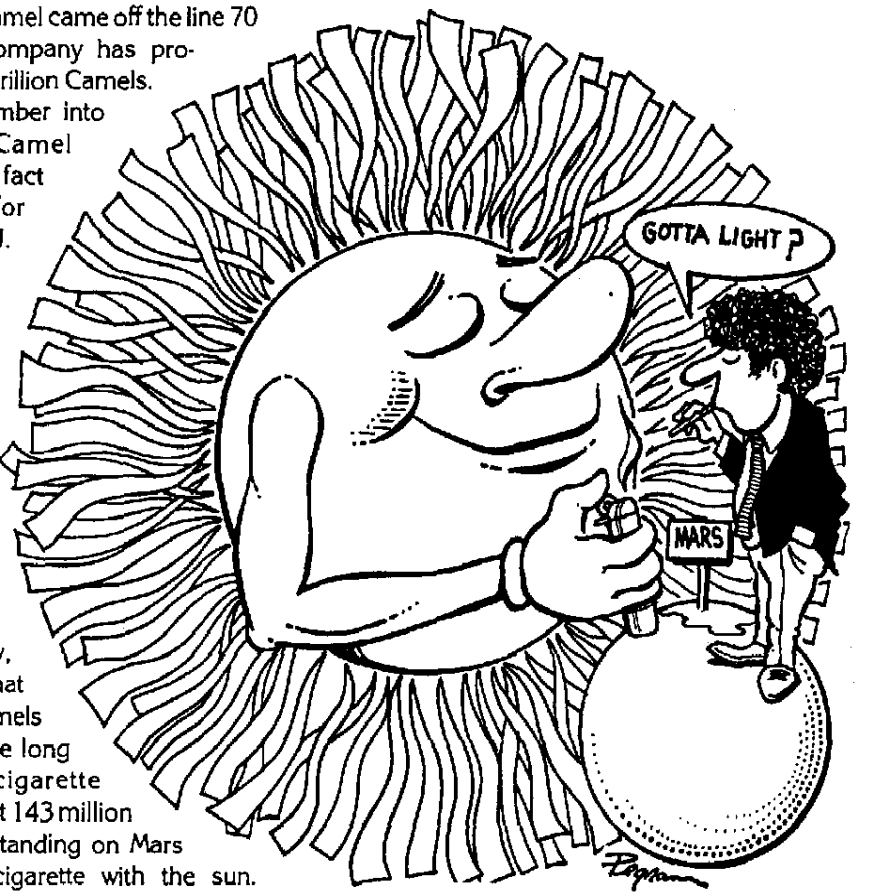
Source: https://www.industrydocuments.ucsf.edu/docs/rnfn0000

Trillions testify to Camel's taste

Since the first Camel came off the line 70 years ago, the company has produced about 3.25 trillion Camels.

To put that number into perspective, if Camel smokers had in fact walked a mile for each Camel R.J. Reynolds has made, they would have been able to journey to the sun and back more than 17,000 times. Or they could have taken almost seven million round trips to the moon.

Put another way, if all the tobacco that has gone into Camels was rolled into one long cigarette, that cigarette would extend about 143 million miles. A smoker standing on Mars could light that cigarette with the sun.



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